

THE CORONA PRINCIPLES

DEVELOPMENT

RESPECT TRADITIONAL RESIDENTIAL QUALITIES

- Dominated by single-family housing form
- Retain opportunity for equestrian and ranch lifestyle
- Expand multi-generational living opportunities with guest houses or cottage houses, and patio homes
- New housing locations, scale and style should be considered to fit within the surrounding development

ENHANCE RESIDENTIAL DESIGN THAT CONNECTS COMMUNITY + NEIGHBORS

- Implement smaller home options for retirees to age in place; include small yards + patios with green space to keep residential feel
- Create neighborhood gathering places

ENCOURAGE CAFÉS / OUTDOOR DINING OPTIONS

- Expand opportunities for outdoor dining at restaurants and cafés
- Use dining opportunities to draw walkers and cyclists from the surrounding neighborhood
- Patio dining should be separated and buffered from driving or parking area
- Outdoor dining should be visible, comfortable, well-designed and provide shade

ENGAGE THE PEDESTRIAN

- Commercial, retail or mixed use buildings should incorporate large picture windows with attractive displays, benches to rest, awnings and canopies, lit for atmosphere and reflect a compatible yet distinct architecture at pedestrian scale on street level
- Provide a wide variety of shopping venues and outdoor dining opportunities
- Provide pedestrians with wide and accessible walkways, safe crossings and sufficient lighting to create a safe environment at night

ENHANCE COMMERCIAL CENTERS + REUSE OF BUILDINGS

- Revitalize centers and buildings for sense of community's history and tradition
- Implement architectural design in keeping with the area and that is suitable for Sonoran environment
- Use varying setback and consistent styles within centers
- Encourage buildings with offset walls, windows or rooflines to make them visually interesting and avoid buildings with uniform rooflines and massive blank walls differentiated by paint color
- Include options for Modern, Ranch, Southwest + Mediterranean styles
- Accentuate green-up of strip malls with more trees and shade
- Recapture vitality at commercial corners by supplementing with senior assisted housing or office
- Office to have articulated edges with preference of two to three-story mix
- Assisted living should maintain residential appearance with preference of no more than two stories, with abundant landscapes
- When possible, repurpose buildings through adaptive reuse
- Explore temporary use in vacant parts of strip mall for events to create unique destinations (i.e. rotating food truck or beer garden)

ATTRACT UNIQUE LOCAL-INSPIRED SHOPPING + DINING

- Focus on filling vacant spaces already available by updating and adapting designs
- Encourage grouping of businesses that create a synergy, such as **Changing Hands Bookstore** + **Trader Joe's Wildflower Bread Co.**
- Foster unique "Tempe" feel – in and of the local character
- Shopping and dining solutions need to serve both adults and families
- Keep the retail scale related to the pedestrian
- Attract new locally-owned businesses to the area including uses like a plant nursery or feed store for horse supplies

ENHANCE THE VISUAL APPEARANCE OF ARTERIAL STREETS

- Supplement shade trees along arterial streets
- Walls and landscape should be regularly maintained, refinished, structurally sound, consistently painted, not spotted with anti-graffiti cover, with healthy and consistent plantings, clear, clean and safely lighted walkways
- Support public art and art in private development, including multi-use paths, parks, arterial bus stops and commercial projects
- Explore identifiable theme for major intersections that could be color of street signs, lighting color or character area signage

STIMULATE INVESTMENT IN THE RESEARCH + DEVELOPMENT CENTER HUB

- Maintain **ASU Research Park** and **Discovery Business Campus**; a highly influential hub crucial for economic growth + community well-being
- Entice companies and employees at **ASU Research Park** and **Discovery Business Campus** to connect with and use area businesses
- Attract the kind of businesses that pay livable wages
- Mixed-use potential at this hub, may include retail / restaurant / office with housing to serve the technology workers
- Small pockets of mixed use to include pedestrian-friendly frontage, varied roofline and mix of materials and surfaces, at scale and density appropriate for site location
- Promote business incubator for local research and development activities

COMMUNITY + CULTURE

CREATE MULTIPLE PASSIVE + ACTIVE GATHERING PLACES

- Desired gathering places range from farmers markets, quiet corner of neighborhood parks for yoga, shaded rest-stops along the canal, tables and shade at a favorite watering-hole, grassy amphitheater to listen to music, or public community center
- Encourage commercial developments to include gathering places to attract local patrons
- Increase the number of large and small gathering spaces and incorporate into residential, commercial and civic areas
- Adapt and utilize the wide right-of-way open space along Rural Road as a promenade, linear park that terminates at a new potential gathering place located at **Western Canal/ YMCA/ Ken McDonald Golf Course**
- Utilize the larger public gathering spaces for events and community-building opportunities

CORONA / SOUTH TEMPE

CHARACTER AREA 8

EXPAND PRESENCE OF ART, + CULTURAL / EDUCATIONAL ACCESS

- Cultural activities and programs are desired at a smaller, more intimate scale
- Produce new cultural and educational activities sized for the area
- Include arts and cultural offerings at venues in **CORONA / SOUTH TEMPE** as part of a performance cycle
- Support initiatives to create a local festival to celebrate **CORONA / SOUTH TEMPE**, such as activity that highlights equestrian or outdoor culture
- Enhance park amenities for multi-generational users
- Enhance access to school playfields for non-school hours and days
- Seek partnerships to create evening education classes within a city or **Kyrene Public School District** facility
- Explore vacant commercial space as location option for cultural meeting place, such as library, museum, public art display, cultural programs and civic gathering
- Support convenient access to a library
- Use art to enhance use of space, to surprise the eyes, educate and entertain
- Integrate art in commercial areas and neighborhoods
- Public art can be functional or whimsical, and should accentuate or reflect the area

CONNECTIVITY

DEVELOP ENHANCED BIKE + WALKABILITY NETWORK

- Provide bike and walkable network within the character area to encourage walking and biking between destinations
- Create a neighborhood greenway and bike boulevard system that connects into canal path system and links to key destinations, provides collector street walking and biking enhancements, links paths with pedestrian activated (HAWK) crossings
- Enhance ability to walk in shade, on wide sidewalks preferably away from arterial traffic speeds
- Provide opportunities for all levels of bicycle riders to use the system, including children, families, seniors and bike commuters
- When arterial road projects are scheduled, include planned bike lanes
- Provide continuity of bike lanes through intersections or neighborhoods

INCREASE MULTI-MODAL OPTIONS

- Implement multiple ways for local travel (foot, bike, horse, transit and car)
- Identify key local destinations for future neighborhood circulator (Orbit) service
- Provide comfortable bus stops with shade along transit routes
- Include bus pull-outs where it improves safety and efficiency of the street system

ACCENTUATE CONNECTION VIA CANALS + PATHS

- Use canals to cross neighborhoods unimpeded as a refuge from street traffic
- Continue use of signalized pedestrian crossings at key locations for connectivity
- SRP canals provide a blank canvas to connect, energize and refurbish a utilitarian asset
- Cooperation and collaboration with canal right-of-way owners is essential to use of the land area along canals, as these are the delivery systems for water and overhead power
- Plan for **Kyrene Canal** path enhancement (south of La Vieve Lane) to connect with Chandler
- Seek appropriate connections with the adjacent residential, businesses or industrial neighborhoods to activate paths for recreation
- Tie-into equestrian activity and paths in South Tempe and highlight as an unique attraction
- Expand path amenities to include frequent shade, people and pet drinking fountains, small plazas for rest, seating, landscape, occasional shade structures, interpretive, informative and wayfinding signs for the purpose of increasing and enhancing options to walk and bike
- Engage canal-oriented development to embrace the canal, rather than turning a back to it

ESTABLISH WAYFINDING

- Identify and direct pedestrians, cyclists or drivers to local amenities
- Wayfinding to be attractive as well as functional, such as providing history, location, directions and path etiquette signage
- Wayfinding along city bike lanes or canal paths is priority, with canal wayfinding subject to placement approved and licensed by SRP

ENVIRONMENT

PROMOTE ENERGY EFFICIENCY + WATER CONSERVATION

- Encourage all types of solar applications where possible, such as parking canopies, bus shelters, street lights, and solar panels on residential, commercial and industrial projects
- New designs / developments / city projects should include energy-efficient treatments
- Preferential use of native trees and Sonoran vegetation in landscapes to promote low-water use in arid climate
- Provide access to and more options for grey water use with landscapes

FOSTER IMPORTANCE OF NATIVE LANDSCAPE + SHADE

- Preference is for low-water use / native Sonoran trees with variety of color (from blooms or foliage) to make the desert feel comfortable, lush and thriving
- Use trees to reduce urban heat effect, provide cooling shade and help healthy air quality levels
- Supplement barren commercial parking lots with trees that mature to provide shade canopies
- Ensure proper selection, planting, pruning and maintenance of landscapes
- Maintain and enhance the significant tree canopy throughout **CORONA / SOUTH TEMPE**



REVITALIZATION OF COMMERCIAL CENTER / NEW LIBRARY BRANCH



PEDESTRIAN CROSSING



MULTI-MODAL ARTERIAL STREETSCAPE



ARTERIAL STREETSCAPE / SONORAN LANDSCAPE TREATMENT



DRAFT - October 2014



The **CORONA / SOUTH TEMPE** Character Area Plan was developed during a year-long process from January through December 2014. There was a series of five meetings with the residents and businesses from **CORONA / SOUTH TEMPE**, with each meeting or workshop providing participation and input. In all, close to 250 persons attended the five meetings during the year. Character is that thing that lets you know you're there when you arrive – that sense of place. Character Areas look at the common elements of neighborhoods or segments of the city. While these can be used to distinguish one character area from another, the Character Areas also reflect the people who live there and what is important to them about this place they call "home".

PURPOSE

To distinguish the Tempe community, recognizing and building upon what makes specific neighborhoods special to those who live and work there.

GUIDANCE FOR DESIGN AND DEVELOPMENT REVIEW

- To consider the desires of the character area, to identify desired activities, aesthetics and inter-relationships when new development is proposed
- To be able to recognize the local landmarks, neighborhood gathering places or hot-spots, or how to best integrate development within the community
- To focus on design of streets, streetscapes, neighborhoods or commercial buildings, as well as local goods and services needed in the area

ROADMAP FOR THE FUTURE

- The way to get from where we are today, to where we will be tomorrow
- Opportunity for residents, workers, students + businesses to define / preserve / enhance / celebrate their qualities
- Character Area plans provide a community-driven process to develop a plan to preserve and enhance their area

CORONA / SOUTH TEMPE

CHARACTER AREA 8

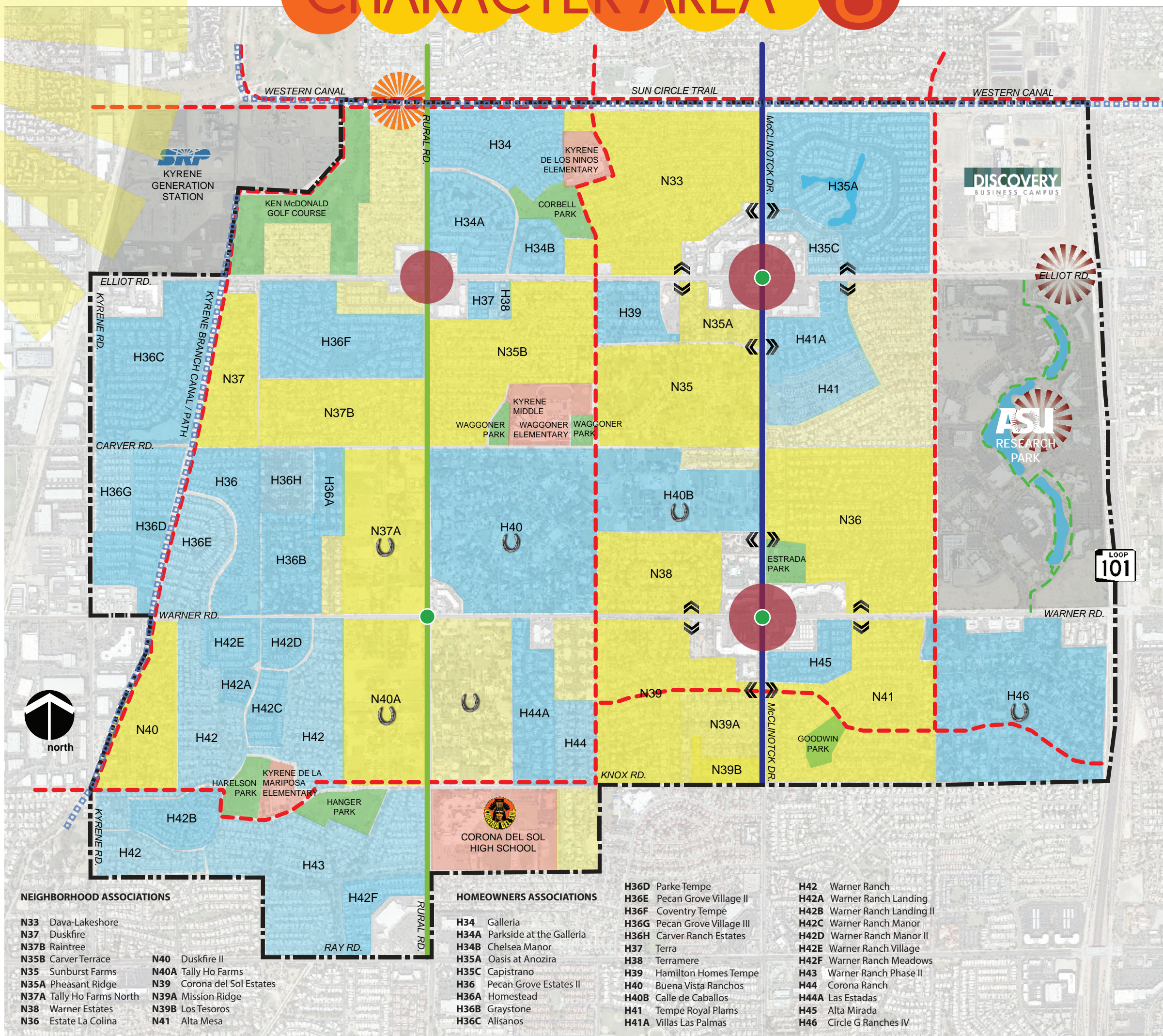




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CORONA / SOUTH TEMPE

CHARACTER AREA 8



Distinguishing the Tempe Community CHARACTER AREAS

- 1 Papago / North Tempe
- 2 Diablo / Double Butte
- 3 Rio Salado / Town Lake / ASU
- 4 Escalante
- 5 Central City
- 6 AZ Mills / Emerald Center
- 7 Kiwanis / The Lakes
- 8 Corona / South Tempe

LEGEND

- Parks
- Residential / Neighborhood Assoc.
- Homeowners Assoc.
- Kyrene Public Schools
- State Land / Public Utility
- Enhanced Commercial Corner
- Commercial Corner Connections
- Multi-modal Intersection Improvement
- Retail / Mixed-use Activity Hub
- Potential Gathering Place / Hub
- Multi-use Path
- Bicycle Boulevards
- Streetscape
- Bike Lane
- Canal Path
- Character Area Boundary
- Equestrian Neighborhood
- Lake / Water Feature

SPECIAL THANKS TO

Mayor
Councillors
City Manager

Max E. Mitchell
Robert Arredondo-Savage
Shirley Ellis
Kathy Granville
Joel Navarro
Chris Skelton
Craig Woods
Andrew Cheng

Soft River Project
YMCA of Tempe
AZ Community Church
Warner Wrangler News
Conceptual Artists
Design + Layout

Jim Duncan
Laura Taylor
Jeff Meyer
Don Kirkland, Publisher
Bill Kurtz, Kurtz Architects, AIA
Mark C. Vison, AIA
Hunter Hansen

City of Tempe
Community Development
31 E. Fifth Street, Garden Level
Tempe, 85281

tempe.gov/characterareas



CORONA / SOUTH TEMPE

CHARACTER-DEFINING ELEMENTS

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Character-Defining Elements are the terms used to describe a wide range of qualitative themes including social aspects, design aesthetics, or the built environment where we live. These elements include aspects you want to preserve, what you like now, and/or how you want it to be in the future. From the Character Area Workshop on June 5, 2014 participants identified eleven (11) key character elements. These are the elements we heard from you to best describe the Corona / South Tempe Character Area.

Livable
restaurants, good shopping, balanced with young families, schools and great parks, affordable

Friendly
neighbor, family, age, retirement, senior, tech-business, and equestrian-friendly

Limited Density
new density, urban, suburban, rural, feel, diverse housing, large lots, pristine, casual

Energetic
vibrant population, outdoor-oriented, actively engaged with ASU

Social
social-center, community gathering places, inclusive, engaging, historic

Refined
neighborhood beauty, design-focused, attractive, maintained streets, curb appeal, maintained

Accessible
multi-modal, connected, convenient, equestrian, bus, outdoor

Walkable/Bikeable
walk-friendly, bike-friendly

Sustainable
environmentally responsible, solar-powered, shaded, leafy, green

Safe
law enforcement, well-lit

Peaceful
quiet, restful



CAFE + RESTAURANT OPTIONS / OUTDOOR DINING



REVITALIZATION OF COMMERCIAL CENTER / LANDSCAPE TREATMENTS



CANALSCAPES / MULTI-MODAL PATHS



COTTAGE HOUSING

AREA PRIORITIES

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CORONA / SOUTH TEMPE

CHARACTER AREA 8

PROJECT / ITEM	DESCRIPTION
DEVELOPMENT	
HOUSING OPTIONS	Keep "development" density low. Multi-generational for aging in place housing options. Small patio homes or cottage housing for seniors to downsize and live independently. Strong local preference for no apartments. EXCEPT South Tempe Technology Center mixed-use. Any multi-family within mixed use to be design-oriented, refined and consistent with the Character Area Plan. Area should be a walkable and bikeable destination. Actively attract a mix of businesses to create activity levels and destinations. Create unique destination in empty part of mall. Food trucks would be a great addition to existing events like farmer's markets (i.e. beer garden and rotating food truck).
DESTINATIONS + PLACEMAKING	Increase destination restaurants, providing a greater variety of ethnic restaurants, want more outdoor dining (outdoor dining should be more than tables next to a parking lot). Create the places that attract businesses so we're not always going to Chandler. More neighborhood-based or mom + pop restaurants and specialty retail shops (i.e. a plant nursery or feed store for horse supplies). Explore identifiable theme for the major arterial intersections (could include color of street signs, lighting color or character area signage). Low signage at corners - keep signage to visibility is not impaired. Keep business signage small to keep residential character. Create clear, enforceable design guidelines.

COMMUNITY + CULTURE

COMMUNITY GATHERING SPACES	Seek a community center and meeting rooms / small library, gathering places for community use. Examine vacant commercial space as option for cultural and meeting place (i.e. library, museum, public art display, art programs). Consider options to use the parks for other public services (i.e. Tempe Public Library Branch or Community Center). Plan to gather with event space for music / art / festivals. Local interest in entertainment venues (i.e. dinner theater, concert venue, comedy theater). Like to see a City/School partnership to create classes at schools - library, art + technology. Consider options to use the schools for other public services (i.e. Tempe Public Library Branch or Community Center). Support public schools. Keep them as a key element of neighborhoods. Park amenities should address and are needed for multi-generational uses. Lack of community parks, any new developments would be wise to include a neighborhood park. Big Park (New) Provide technical entrepreneurship supported - business incubator. Monitor and encourage business / growth within South Tempe Tech Corridor Hub along Loop 101. Don't recruit businesses that don't pay livable wages. Encourage employees from ASU Research Park + Discovery Business Campus to use businesses in Corona / South Tempe.
EDUCATIONAL OPTIONS	
RECREATIONAL OPTIONS	
LOCAL BUSINESS + EMPLOYMENT	

CONNECTIVITY

STREETSCAPES	Need improvement to the block walls / fences, sidewalks and landscape treatments along main arterial streets; landscape needs to be in compliance, weeds need to disappear. Maintain the streets: maintain potholes, ensure utilities landscape areas they damage, maintain medians.
NEIGHBORHOOD BUS CIRCULATOR	Neighborhood circulator bus to key destinations (Mill Ave, Town Lake, ASU, Library Complex); with comfortable bus stops at key locations.
BIKE ROUTE NETWORK	Create a neighborhood greenway / bike route system that connects into the canal path system as well as feeds into the employment centers of the ASU Research Park and Discovery Business Campus. Use collector street improvements (i.e. shade, signage and traffic calming) to encourage biking. Provide pedestrian activated HAWK signals for enhanced safety at arterial crossings. Along paths include restrooms, drinking fountains, shaded rest stop periodically + signs that list places of interest [wayfinding]. Provide continuity with the bike lanes that stop and start in several areas. Traffic volume growth impacts need to be considered (i.e. near South Tempe Technology Center Growth Area), as they affect the character of the area. Traffic noise abatement on impacted neighborhoods is important (i.e. Elliot Rd + Rural Rd).
VEHICLE TRAFFIC	

ENVIRONMENT

SHADE + PEDESTRIAN COMFORT	Tree-lined streets with neighborhood-based destinations that encourage walking. Create walking / biking routes with shade and lighting. Use collector streets improvement with shade and enhanced sidewalks to encourage walking. More shade - less concrete. Green up strip malls with more trees and shade. Provide tree shade on arterial streets. Add shade at bus stops. Maintain tree canopy. Replace lost trees. Separate green waste pickup. More local education on solar panels for homes. Solar panels on parking structures at new business developments. Access to grey water distribution in neighborhoods (homes).
SUSTAINABLE ACTIONS	Preserve / enhance equestrian culture: Circle G, Calle de Caballos, Tally Ho, Sunburst Farms and Buena Vista Ranchos; "Ranchette" character is very unique in an urban environment. Tie-in to the equestrian activity in South Tempe could lead to it being an attraction.
EQUESTRIAN CULTURE / CHARACTER	